

Social media toolkit for messaging – 11 January 2021

Advisory:

Oxfordshire is now subject to the national lockdown, and new restrictions are in place. The key message advises people to stay at home, unless there is a 'reasonable excuse' to leave. You can read more about the [national restrictions](#) on the government's website.

Overall aim:

- To notify staff of the new rules/ restrictions

Suggestions for ways to use messages:

- Graphics are available to download from: <https://www.oxfordshirelep.com/local-authority-support>
- Suggested social media channels to share messages: Facebook, Instagram, Twitter and LinkedIn.
- Link to use in messaging: www.oxfordshire.gov.uk/stopthespread, although [GOV.UK](#) can be used to direct people lockdown-specific information
- # to use: #StopTheSpread

We have example messaging for Facebook, Twitter and Instagram:

This document contains suggested messaging only. Please do adapt, but make sure key messaging is kept for consistency.

Graphic	Example/ suggested text
	<p>Oxfordshire is now subject to the national lockdown. Everyone who can work effectively from home should do so and you are only permitted to leave your house for limited reasons.</p> <p>Find out more: www.oxfordshire.gov.uk/stopthespread #StopTheSpread</p>

	<p>Oxfordshire is now subject to the national lockdown</p> <p>The latest data shows that the virus is spreading fast and is being attributed to a new variant of COVID-19. We need to be extra vigilant and follow the rules to stop this spread – for our friends, families, social care services and the NHS!</p> <p>For further details on rules around these new restrictions visit GOV.UK</p>
	<p>Oxfordshire is now subject to the national lockdown. We need to be extra vigilant and follow the rules to stop this spread – for our friends, families, social care services and the NHS! For more info, visit GOV.UK</p>
	<p>National lockdown regulations require some businesses to close and impose restrictions on how many provide goods and services. The full detail can be found on GOV.UK.</p>